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HOW TO PREPARE AND DISPLAY EXTENSION EXHIBITS

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THE IMPORTANCE AND PURPOSE OF EXTENSION EXHIBITS

Extension workers are rapidly becoming more interested in the possibilities of using educational exhibits to supplement other methods of extending better practices in agriculture and home economics. Ideas presented in exhibits are more readily grasped than those contained in news articles or bulletins. Many people can be interested through exhibits who will not read news or attend the ordinary meeting.

Exhibits acquaint people with the results of demonstrations or other extension work; bring the importance and possibilities of extension activities before all taxpayers; and bring about greater cooperation and stimulate greater interest among the local people and project leaders who help to prepare the exhibit. They are especially helpful in creating interest in a new extension activity by calling attention to its importance and possible results. While supervising

extension exhibit booths at fairs, extension agents meet many farm people of the county whom they have never met before and thereby locate prospective demonstrators and local leaders. Old subject matter can be presented in exhibits with new life and increased force.

Extension exhibits used to advance one project or practice are frequently referred to as "one-idea" or "project" exhibits. County extension agents in a few States have recently been encouraged to develop project exhibits for use at State and county fairs. Where they have been tried, fair boards have usually become sufficiently convinced of their merit to give them special space and recognition. In addition to their use at fairs, many extension agents have prepared such exhibits for special meetings and as seasonal displays at the county extension office, in store windows, banks, and similar places.

The suggestions contained in this circular are intended primarily for the guidance of county extension agents, State specialists, and local leaders, who, with limited time and funds, are confronted with the problem of preparing simple, effective educational exhibits.

FACTORS IN EXHIBIT PLANNING

The most important factors in preparing exhibits are the following:

- (1) Aim or purpose of exhibit.
- (2) Audience and competition.
- (3) Means of attracting attention.
- (4) Gaining and holding interest.
- (5) Influencing people to act.
- (6) What to exhibit and type of exhibit to be used.
- (7) Arrangement and explanatory material.
- (8) Advertising.
- (9) Supervising and following up the exhibit.

AIM OR PURPOSE OF EXHIBIT

A definite purpose is the first essential in planning an educational exhibit. The greatest need in most exhibits is more emphasis on the dominant idea and less on details. Just as merchants with large show windows have learned that one-idea displays are more pleasing and give larger returns for the space occupied than a confused collection of miscellaneous goods, so the best authorities on exhibits believe that overcrowding, either of ideas or material, should be avoided (fig. 1).

It is no longer enough to fill space with vegetables, fruits, charts, and models and call it an educational exhibit. Striking facts must be presented which will attract the attention, hold the interest, grip the imagination, and set the people to thinking and talking so much that the idea or practice recommended will be adopted on their farms or in their homes.

Careful planning is necessary in order to use time and money most effectively. Drawing up a plan will clarify the mind of the exhibitor about many details which otherwise might be overlooked and will make it easier for other people to offer suggestions. Keen competition with other exhibits and attractions compels the use of considerable thought and skill in preparing successful extension exhibits.

Timeliness is important. People are not so much interested in a remedy for something that is not their immediate problem. It is therefore not advisable to devote valuable exhibit space to methods of controlling potato scab during a year when most fields of the county came through without much scab, whether seed potatoes were treated or not. If important extension work is being carried on relating to prevalent insect pests or to plant or livestock diseases, specimens are usually of interest.

AUDIENCE AND COMPETITION

Exhibits are set up to appeal both to those most likely to use the lesson and to those who can help most to advance the cause. The farm or home problems that interest these people most and their

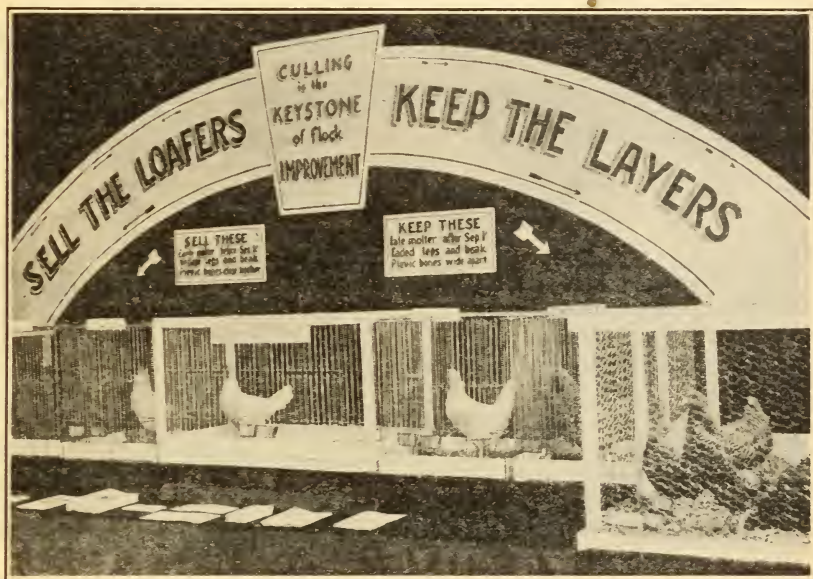


FIG. 1.—An exhibit with an excellent caption. The arch suggests action, and the key-stone recommends a single practice. This exhibit presents one idea forcibly, is well balanced, and reinforced with a limited amount of chart material. (Photograph furnished by Indiana Extension Service)

background of information and experience must be kept in mind. If the average person to be reached has completed only the sixth grade, he can not be expected to understand complex charts and formulas. Some have no knowledge of the subject presented, some have general knowledge, some technical, and some specialized knowledge. Reference to food calories and the use of technical or scientific names of plants and animals is therefore out of place in an exhibit for the average individual.

The exhibit may reach the people directly or indirectly through leaders. Certain exhibits should be called to the attention of boards or other groups that can use their influence to help the cause involved. Many people attend fairs in a holiday mood. We must therefore make it pleasant and convenient for them to see the exhibit,

In studying methods of presenting exhibits, it is well to check up on results. Did the people "get the idea," and did the exhibit have the desired effect? Having the extension exhibit in a special tent at the county fair sometimes helps to give it individuality and special attention.

MEANS OF ATTRACTING ATTENTION

Attention is strongly attracted by moving, living, or unusual objects. Strong or intermittent colored lights or electric signs, bright colors, mechanical devices, repetition, odors or music are also effective (fig. 2.) One can see all these methods used to attract attention at any large amusement park or fair. When looking over the advertisements in a magazine we see first those which have unusual type, color, arrangement, design, or illustration.



FIG. 2.—The scale beam in constant motion attracted special attention to this exhibit. In the process of balancing, the indicator moved from side to side under the words "use our service." The statements on the large bags are both impressive and easily read. (Photograph furnished by Indiana Extension Service)

The value of a living and moving object in an exhibit was brought out very forcibly in a miniature representation of the difference between erosion on a tree-covered hillside and one on which the trees had been removed. Water running down each side of the hill collected in a clear pool on the side covered with vegetation and in a cloudy pool on the other side. Only a small number of people stopped to study the exhibit. A few minnows, which were later added to the pools, attracted attention and greatly increased the number of people who stopped.

A flock of lively chickens never fails to attract attention to a poultry exhibit. The intermittent flashing of colored lights in various mechanical arrangements is used to attract attention in nearly every town having an electric-light plant. Obtaining attention through exaggeration of size is illustrated by the giant ear of corn that was used at the hay and grain show in connection with

the 1920 International Livestock Show in Chicago. Large bottles of milk, cakes, enlargements of insects, and other objects have been similarly used.

An attractively dressed person performing some activity, such as a club member demonstrating potato grading, will usually get attention and retain interest. The strong appeal of personality and action accounts for the large number of persons employed to demonstrate all sorts of commercial articles. Those who sell kitchen utensils or patent remedies gradually get and hold attention through a well-planned demonstration which supplements an interesting description or argument.

THE IMPORTANCE OF COLOR

Bright colors help to attract attention. The ruins of Pompeii contained many inscriptions in red and black, which indicates that the attraction of these colors on a white background has been recognized for centuries. Black on yellow can be seen at the greatest distance and green or red on white are also conspicuous. Just as horizontal lines generally give an impression of greater width and vertical lines of increased height, so colors influence our impression of objects. For example, a light background gives an impression of increased size or airiness in a room or booth. Red, yellow, and orange are advancing or aggressive colors which give an impression of decreased size. Red is said to be the color of greatest human interest and has greater attention value than any other color. Green is a restful, neutralizing color suggesting coolness. Subdued green or a soft gray background looks well with almost any color mounted on it. The color of the background should be less intense than the objects shown on it. Too many colors in the same display are confusing. Intense color to be truly emphatic must be used sparingly or on a small area in contrast with a large area of subdued color. Seasonal color combinations found in natural scenery can usually be followed.

MECHANICAL EXHIBITS

Moving objects used to attract attention are usually operated by a one-eighth or one-quarter horsepower electric motor transmitting power through a belt at a speed regulated by different sized pulleys. A successful mechanical exhibit of a self-feeder for hogs was made at the Kansas State Fair in 1923. A miniature pig about 8 inches long moving on a circular track came out of his house and stopped at a miniature self-feeder containing grain and tannage, at a self-feeder containing alfalfa hay, at a watering trough, and then returned to sleeping quarters (fig. 3). To help those who desired further information, small models of self-feeders were exhibited which could be opened to show construction. Blue prints and a list of specifications and materials were shown on panels back of the exhibit.

A similar idea was used in a health exhibit. The "Healthland Flyer" was a train touring points of interest in "Healthland." The landscape was covered with green moss and dotted with miniature trees. The stations consisted of materials or objects indicated by the names of the stations. Tours were arranged to points of

interest, such as Orange Valley, Drinkwater, Hot Soup Springs, Milky Way, Baked Potato Hills, and Long Sleep Mountains. Daily train schedules were posted as follows: Red Cheek Local, 7.30 a. m.; Healthland Flyer, 12 m.; Supper Express, 6.15 p. m.; and Shooting Star Limited, 8 p. m. Such an exhibit drives home the health needs to older folks as well as to children.

GAINING AND HOLDING INTEREST

Since the visitor to fairs usually spends only about a minute at each booth, exhibits should be made so interesting that even the casual observer will stop to study them. Many will observe only what they can in walking along without stopping. What can not be understood in two or three minutes will not appeal to the majority of those passing. The length of time, interest, and the intensity

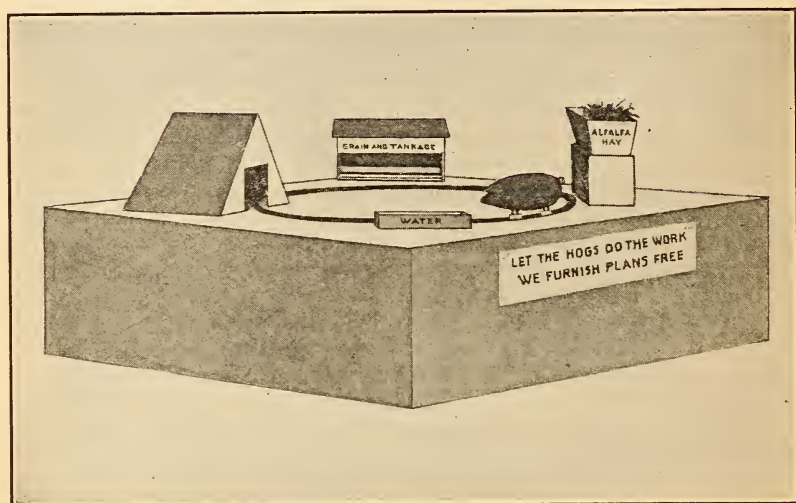


FIG. 3.—A mechanical exhibit which suggests very clearly how this system of feeding saves work for the farmer by allowing the hog to serve himself "cafeteria style." (Adaptation of photograph furnished by Kansas Extension Service)

with which people observe will determine to a large extent how much information they will carry away. Those who have tried using simple, one-idea exhibits as suggested in this circular have reported that such exhibits not only attracted the most attention but held the interest of the people the longest.

Interest is the recognition of a thing which has been vitally connected with previous experience—a thing recognized as old yet having application to an immediate problem. Interest in a thing is increased by giving more information about it, especially to create a realization of need or probable future use. More than 75 per cent of the display advertisements in magazines are now informational, as compared with about 20 per cent 20 years ago. To be of interest, new facts must be connected with past experience. Arousing curiosity helps to increase interest. Suggestions for saving time, effort, and money make a strong appeal. An exhibit of methods of testing

for inferior quality of textiles becomes more interesting by including samples of fabrics which have worn badly due to defects in the fibers themselves or the way they are treated and woven. For example, a piece of weighted silk which has split might be accompanied by a suggestion on a placard that garments made from such silk even when offered at a large discount may not be a good bargain. Method demonstrations help to hold interest if they give information appealing to such motives as love of children, desire for profit, pleasure, adornment and display, health, and prolonging life.

Something should also be included to interest the consumer and city taxpayer. Consumers are most interested in improved methods of grading and packing products, such as vegetables or fruits, to insure quality or prevent waste (fig. 4). City taxpayers are most interested in educational work which will tend to insure a sanitary and satisfying food supply at low cost, and which will create in the

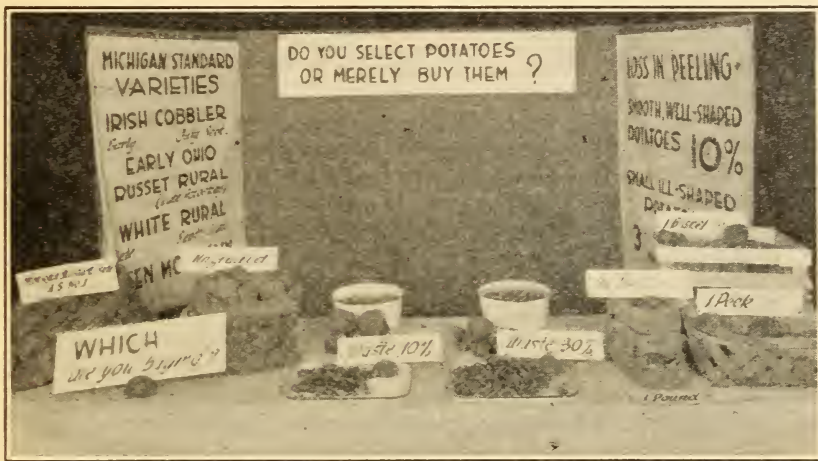


FIG. 4.—This exhibit appeals primarily to the instinct for economy through saving time and avoiding waste in peeling potatoes. It encourages consumers to buy a standard grade, and also suggests to producers the importance of grading. (Photograph furnished by Michigan Extension Service)

surrounding country a prosperity that will result in more work at higher wages or more sales and profits to business men.

Young people can be interested more readily than older persons. Features in exhibits reminding them of such events as circus days and Christmas appeal strongly to the interest of little children. A tired person can be interested more easily if the ideas can be grasped with little effort.

Just as State and county fair boards and managers must be continually searching for new features to attract and interest fair visitors, so it is also necessary for extension workers to endeavor to present new material or old material in new form. In trying to prepare interesting exhibits it is well to apply some of the fundamental principles, one of which is that local people usually can be interested in exhibits or floats that illustrate some phase of extension in which they, their children, or their community did outstanding work. These same people can usually be depended upon to attend and encourage others to attend an exhibit which they

helped to plan and prepare. Sometimes county extension agents unconsciously present what is of greatest interest to themselves without giving sufficient thought to what is of greatest interest to those who are to see the exhibit.

INFLUENCING PEOPLE THROUGH EXHIBITS

People are inclined to take the line of least resistance, and most of them respond more readily to suggestion than to argument, especially if the reasoning involved requires considerable effort. If an idea can be well presented by suggestion, it is likely to meet with more direct response and acceptance than if presented by argument which results in the weighing of evidence with a consequent delay due to a desire for additional facts. It is for this reason that much display advertising contains such words as "good" and "dependable" and that care is exercised to have the pictures in poster and magazine advertisements suggest the idea conveyed by the words through facial expressions of pleasure in eating, pride in dress, or health in the "after-using" pictures that advertise patent medicines. The captions for educational exhibits might, therefore, contain catchy, suggestive phrases, such as "nutrition in a nutshell," "wife-saving kitchens," "fill your winter pantry from your summer garden," "simple sewage systems," "self-feeder or cafeteria system of feeding hogs or poultry." Business organizations have adopted many suggestive words and phrases, such as "ever ready," "wear-ever," "holeproof," "nonskid," "neverrip," "iron glue," "cream of wheat," and "eventually, why not now."

Reason will help to determine or to locate the difficulty and the solution; but just as reason often plays only a secondary rôle in a decision to buy, so decision in favor of or against a thing is based primarily upon feeling. Arguments are often looked for later to justify choice which has already been made. Good will toward, or confidence in, a person or farm or home practice becomes a habit. The basis for good will is the suggestion of pleasure or satisfaction. Frequent repetition of an idea through various means of suggestion leads people to accept it as truth, especially if the product advertised has a fairly good record.

It is usually necessary to establish a basis for general acceptance of a new farm or home practice by first demonstrating its practicability in the community. Show that the suggested idea can be adopted conveniently and at little expense. When the groundwork has been well laid with demonstrations, the idea can be repeated very effectively through exhibits, ration cards, news items, and posters without furnishing all the details. The repetition of any suggestion in various forms has a cumulative effect in first developing a favorable attitude of mind and later getting people to act.

Suggestions should be simple but positive. In using suggestion, the method used by clothing salesmen has a very important application. The best results are obtained if only three or four suits are shown and only one is recommended by the salesman because of its "perfect fit." If too many are left with the customer, it is harder for him to decide. The use of only a few related ideas in an exhibit is equally desirable in making it easier for those who see the exhibit to decide upon action.

The old adage, "Strike while the iron is hot," is very applicable in extension. The longer the time between arousing desire for adopting a suggested practice and putting it into use, the more danger there is of objections or inhibitions entering the mind. Even if desire to adopt the practice is checked this time, the mind will be influenced more easily the next time unless prejudice enters.

APPEALING TO STRONGEST MOTIVE

The strength of the appeal depends upon what is uppermost in the mind of the individual. The principal motives for action are gain, pride, ambition, self-preservation, love of family, and imitation. Nearly every human act can be traced back to one or more of these motives. In attempting to interest people in adopting new or improved farm and home practices emphasis can be placed on some of the following benefits: Profit, health, utility, economy of time, safety, durability, pleasure, beauty, comfort, and modernity

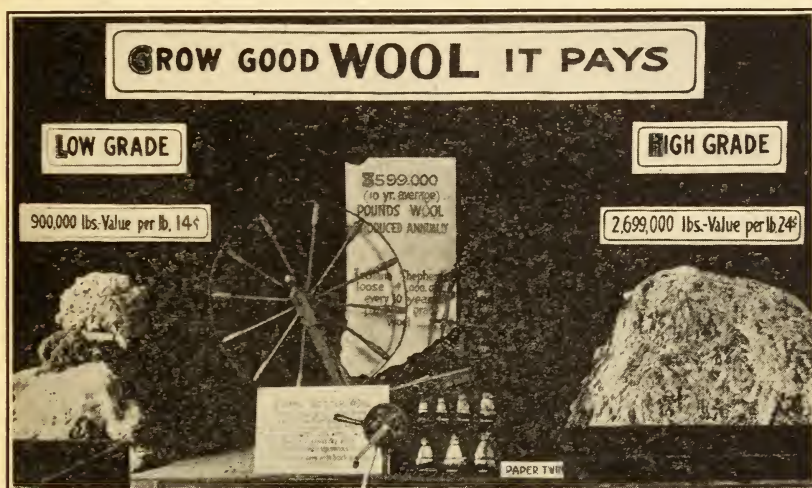


FIG. 5.—This simple contrast exhibit appeals to the desire for profit. The caption is direct and emphatic. An old spinning wheel is used as an additional means of attracting attention. (Photograph furnished by Indiana Extension Service)

(fig. 5). An appeal to prosperous farm people to go to considerable trouble to save a few cents is not likely to receive much response, but if the practice recommended is also an effective means of saving health or strength it carries a double appeal. Labeling sprayed fruit with the title sign, "These may be safely eaten in the dark," carries an appeal that is difficult to classify but very effective.

TYPES OF EXHIBITS

Exhibits can be divided into two main classes, competitive and noncompetitive. In addition to the usual channels for presenting exhibits, many have made special use of window displays, pageants, and floats. Among the various exhibit types used are the following:

- | | |
|-----------------------------|---------------------------|
| (1) Contrast or comparison. | (6) Booth assembly. |
| (2) Concealed. | (7) Method demonstration. |
| (3) Mural or wall. | (8) Direct lesson. |
| (4) Miniature. | (9) Miscellaneous. |
| (5) Exaggerated. | |

CONTRAST

Contrast exhibits are usually very effective in bringing out the lesson to be portrayed. The contrast, however, must be real and not overdrawn by making the bad unbelievable and the good too good to seem true. A few typical examples are given of methods of using contrast that have been found to be successful. In bringing out the value of purebred sires, some States have exhibited a purebred bull and his calves contrasted with a scrub bull and his calves. It may also be desirable to show typical scrub, grade, and purebred cows with calves.

In home management, contrast has been shown between proper and improper height of working surfaces and between old methods of canning or laundering and new methods with modern equipment. In nutrition, the value of a diet of plenty of milk and leafy vegetables has been contrasted with one of cereals without milk or leafy vegetables through the effect of these diets on rats. For best results two cages of 30-day-old rats must be fed two or three months in advance of the exhibit. It is desirable to allow for deaths in case the feeding period lasts too long by providing three or four rats for each cage. Desirable and undesirable school lunches or well-selected and undesirable meals for children may be convincingly contrasted. Other exhibits might be limited to what the 1, 2, or 3-year-old child should and should not have.

The following describes a baby-week exhibit which was developed and used by the Children's Bureau of the Department of Labor under the caption, "Things good and bad for the baby." A long table was divided into three parts by strips of tape. The center division contained a large number of unassorted articles, and the empty spaces at either side were labeled, "Things good for the baby" and "Things bad for the baby." The articles included a pacifier, a soothing-syrup bottle, a celluloid device for the baby's thumbs, a pickle, a banana, a link of sausage, a piece of cake, bottles of tea, coffee, and water, a toy bed with baby sleeping alone and another with a baby sleeping with mother, a rubber diaper, and good and bad nursing bottles. On the wall was a panel listing things to avoid.

The person in charge of the exhibit asked the spectators to tell her in which of the two spaces—good or bad for baby—each article belonged. After all the articles had been sorted into the right spaces, with proper explanations, they were jumbled together again into the central space, ready for the next crowd.¹

Comparative yields have been shown effectively by displaying the total production from measured areas, such as a tenth acre, to represent the difference between the use of the recommended and common practices. Such comparative yields may also be shown graphically by the use of charts or drawings to represent bushel baskets, sacks, and the like. If it is impracticable to use samples of the crop involved, the next best thing to use is a good picture supplemented by charts, placards, and posters. Similarly, the quantity of wool produced by high and low-producing sheep may be contrasted, or the quantity of milk from high and low-producing cows in a year may be shown by the number of cans of milk from each.

¹ See U. S. Children's Bureau Pub. 15, rev. 1917, *Baby-Week Campaigns*.

In insect control, an impressive exhibit which has been used effectively consists of two cages containing green plants and an equal quantity of leaf-eating insects of the same species. The plants in one cage are sprayed to contrast the effect of control methods with the havoc being wrought on the unsprayed plants.

Successful horticultural exhibits have included: Branches showing good and poor healing from proper and improper cuts in pruning, and properly and improperly mixed spray material or their effect on fruit from two adjoining trees of the same variety. If such trees are comparatively small, the yield of fruit may be displayed in separate piles and labeled with yield, value of fruit, cost of spraying, and increased net profit from spraying figured on a tree, acre, or orchard basis. In comparing sprayed and unsprayed fruit or vege-



FIG. 6.—A county project exhibit which brings out in various ways one idea—the importance of spraying. Eleven pies from a half peck of sprayed and graded apples compared with six pies from the same quantity of unsprayed apples suggests to the grower and housewife that sprayed fruit is worth much more than unsprayed fruit. (Photograph furnished by Wisconsin Extension Service)

tables, the products can be graded into groups to show market grades and prices, considering uniformity and size as well as freedom from blemish (fig. 6):

A Texas county agricultural agent exhibited two piles of pecans as a contrast exhibit, one representing nuts from budded trees and the other from native pecan trees. In order to show the improved quality, increased size, and resulting increased price from budded trees, a small box of the native pecans was displayed with a dime set into each pecan to suggest that these brought 10 cents per pound. On the other side was a similar box of pecans from budded trees, with a quarter in each to show that these brought two and one-half times as much per pound. The pecans were imbedded in cotton to hold them in position and the boxes were covered with glass. The

exhibit was reenforced with charts showing the economic importance of the industry and the great possibility of increased profit to the growers who take the trouble to bud their trees to improved varieties.

CONCEALED

The concealed exhibit is one in which the main feature is hidden so as to necessitate going out of one's way to see it. The use of such an exhibit usually requires captions that help to arouse curiosity. Following is a description of a concealed type, which meets most of the requirements of a good exhibit. It attracts attention, retains interest, suggests that the house fly is a dangerous menace to the pub-



FIG. 7.—A concealed exhibit which attracts attention through arousing curiosity, retains interest, and influences people to think and finally to put into practice the suggestions given. (Photograph furnished by Ohio Extension Service)

lic health, and creates a desire to keep the house fly from contaminating food and to exterminate it:

A box about 4 by 3 by 3 feet, with a glass door on one side is placed with the back toward the people and placarded, "The most dangerous insect in the world." Curiosity will take most people to the opposite side of the exhibit to see this dangerous insect. In the box is placed doll furniture, and on the table, which is set ready for a meal, are bread, butter, cake, an open bottle of milk, and other food. In a miniature bed is a doll with a nursing bottle on which some material has been placed to attract flies. In the background is a miniature cuspidor with colored, sweetened material in it and a stuffed squirrel or rat on which something has been placed to attract flies. A thousand or more flies, captured especially for this purpose, are kept in the box during the period of the fair. The expression on the faces of the people who see the exhibit will indicate the impressiveness of the lesson (fig. 7).

MURAL

A mural type of exhibit frequently consists of a painted background against which the natural objects in the foreground are

placed so skillfully that the background looks like a continuation of the objects in front. For example, hills of dug potatoes can be shown in the foreground blending into a picture of a potato field in the background.

MINIATURE

Miniature exhibits or small models are used to represent farmsteads, buildings, equipment, and other objects which are too large to show in the exhibit. In this way, a sanitary hog house, yard, and equipment can be shown in contrast with a very poorly equipped and filthy yard (fig. 8).

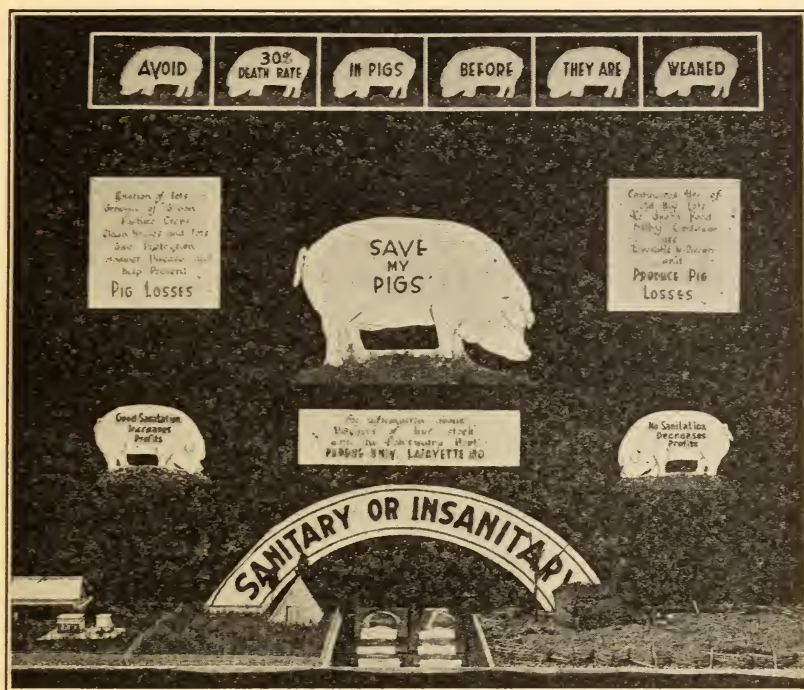


FIG. 8.—The importance of hog-lot sanitation is brought out effectively in a miniature contrast exhibit. If suitable space can be obtained, these pens might be reproduced in full size, using live pigs of runty and thrifty types. (Photograph furnished by Indiana Extension Service)

A very convincing exhibit of a simple farm sewage system was recently developed by the rural engineering department of the New Jersey College of Agriculture and Mechanic Arts. Emphasis was placed upon simplicity of construction, indicated by miniature models, and upon low cost, shown by a chart giving a list and cost of material.

EXAGGERATED

The opposite of a miniature exhibit is the enlargement of objects to attract attention or bring out details, frequently referred to as an exaggerated type of exhibit.

BOOTH ASSEMBLY

An assembly of exhibits on the same or related subjects in adjoining booths, or separated by partitions in the same booth, each showing an important step in a process, such as producing or preparing a product for market, is sometimes referred to as the booth-assembly type of exhibit (fig. 9). This series of booths might relate to producing baby chicks, for example; taking up in the first space selection of breeding stock; in the second space, incubation; third space, the brooder; fourth space, feeding baby chicks; and so on. Such a series of poultry exhibits is especially appropriate at a poultry show.

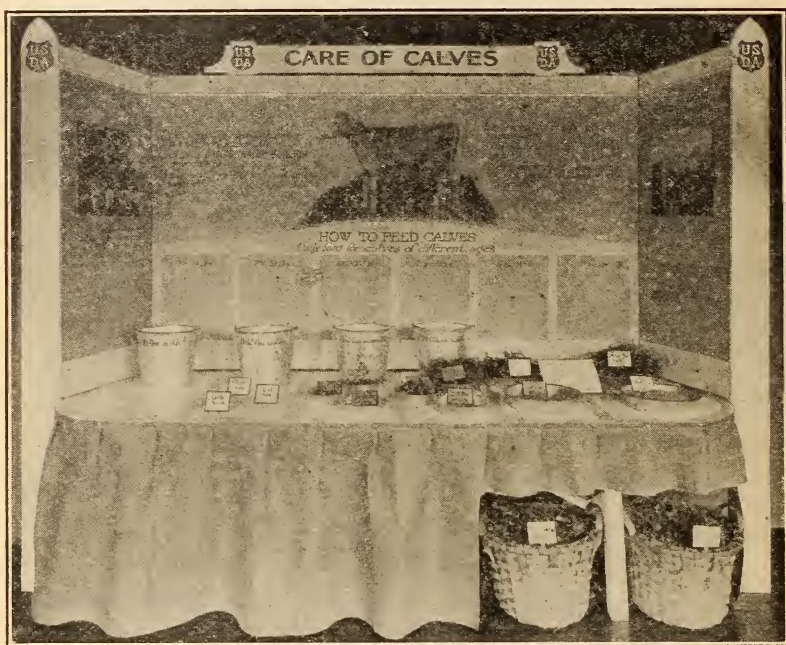


FIG. 9.—A booth-assembly type of exhibit showing steps in the feeding of calves. Similar exhibits might be made showing the different stages in feeding chicks and other livestock or in crop-production practices

METHOD DEMONSTRATION

The method-demonstration exhibit is a demonstration of a process. It should usually be given from a raised platform so that all may see and understand the various processes demonstrated. It must be so simple that the particular feature with which the people are to be impressed is not only interesting but convincing. Such demonstrations might show how to cull poultry, handle bees, alter patterns, select seed potatoes, grade potatoes, fruits, or vegetables, bake bread, and similar processes (fig. 10).

DIRECT LESSON

One exhibit, which was very effectively shown in 26 Indiana counties in 1923, showed the quantity of feeds needed for hogs for

each 100 pounds of gain. Costs of 100 pounds of gain have also been used with reference to various feed combinations. Such exhibits can be made to teach a single idea as a direct lesson.

One side of an alfalfa exhibit booth might contain the requirements for success in growing the crop, such as lime and inoculating material, and the other side might show the protein equivalents from 10 acres of alfalfa and 10 acres of mixed hay in terms of tons of wheat bran.

An exhibit presenting several ideas, in which it is difficult to comprehend either the purpose of the exhibit or to carry away the central thought, is sometimes referred to as a "mixed-lesson exhibit."

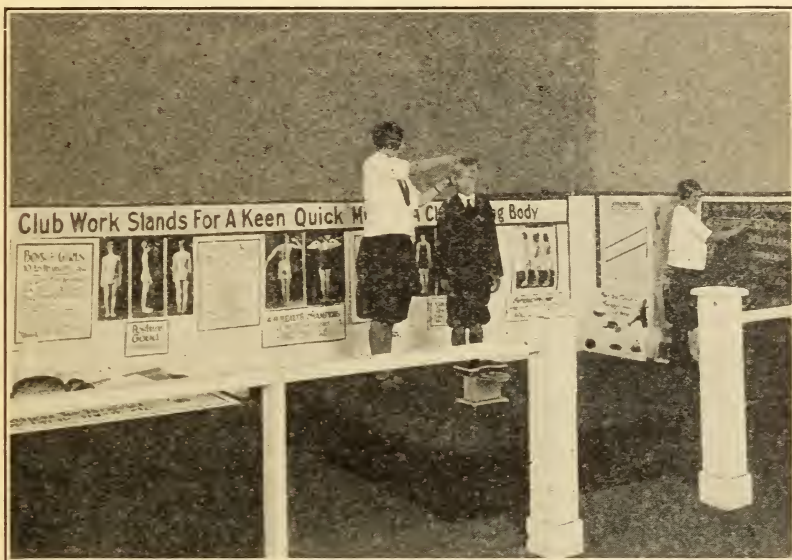


FIG. 10.—4-H club members giving demonstrations of the scoring of children by the health and food-habits standards. Photographs and placards on walls emphasize the relation of good posture, proper food, and weight to health

MISCELLANEOUS

A booth or space filled with exhibit material, such as different kinds of grains, vegetables, and fruits is sometimes referred to as a "miscellaneous exhibit."

WINDOW DISPLAYS

The county extension agent who fails to make good use of show-window displays or exhibits is overlooking an opportunity which is receiving a large amount of attention from progressive merchants. All county extension agents do not have office windows suitably located for such a display. Some avail themselves of the privilege of placing occasional displays in banks and store windows. The benefits of spraying, for example, may be shown in the agent's office window or the window of a business man selling spray material or equipment. Assistance can be given to local dealers in developing exhibits of labor-saving kitchen or laundry equipment.

During an alfalfa campaign, a display might be placed in a conspicuous place showing essentials for alfalfa growing in the North Central and Eastern States, such as lime, drainage, pure seed of hardy variety, and inoculating material. A panel or poster might be added showing proper time of seeding and a few other facts. Such a display could, of course, be set up most appropriately in seed-store windows, but other merchants are glad to cooperate, especially if the display helps to attract attention to their goods. One way to do this is to save the successive cuttings from a field of alfalfa, and place them one above the other on a pole, to show how the same plants produce several feet of stem during the year. By studying good window displays of merchants and trying various methods, one can readily gain considerable proficiency in preparing attractive and convincing exhibits.

PAGEANTS AND FLOATS

Local people are always interested in conducting special educational exhibits, such as pageants showing historical development of the community or county, including changes in dress, implements, household equipment, and furniture. These can be shown in comparison with modern objects or materials used in some extension project. One county extension agent used a float comparing the results obtained from the use of hardy and common alfalfa seed. One plot of hardy green alfalfa carried on a truck was labeled, "Strong and vigorous, grown from hardy seed"; the other plot was almost bare and had a tombstone with the inscription, "common alfalfa, sown spring of 1922 and died winter of 1923 from a hard cold."

COMPETITIVE FAIR EXHIBITS

Competitive exhibits of one kind of crop or livestock arranged by communities or individuals can be made of considerable educational value by giving special attention to factors which have a bearing on marketability, demand, and price, such as size or weight preferred by consumers, general appearance, freedom from blemish, quality, and uniformity in size, shape, and color. Such a competitive exhibit should bring out the influence of these factors upon the price of the product as related to actual value to the consumer and should teach the importance of these factors to the producer. (Fig. 11.) Competitive agricultural exhibits will reinforce phases of the county program of work if the judges explain their reasons for placings and lay special emphasis on such things as the importance of sprayed fruit free from blemish and the kind of farm products that will bring the highest price on the market. Although much has already been done along this line, premium lists could still place more emphasis on market demands. Each community in the county might be encouraged to set up an exhibit at the county fair, either competitive or noncompetitive, bringing out an outstanding phase of the extension work it has carried on during the year.

Having all comparable exhibits or like entries together will greatly facilitate the work of the judges. If the prize-winning exhibits of the same class, kind, or variety are placed near one another for comparison after the judging, the observers will understand more easily the basis used in judging. Nearly all educational exhibits prepared

by county or State extension workers are noncompetitive. When cash prizes are offered by fairs they are competed for by the county extension association, community clubs, and similar organizations.

CHOOSING EXHIBIT MATERIAL

The choice of material will depend first of all upon the purpose of the exhibit, space allotted, audience, and availability. Many objects shown in exhibits merely fill space and fail to further the purpose of the exhibit. This is especially true of detailed charts and maps, as well as objects which detract from the central idea. Instead of bringing all projects into the exhibit or even covering one fully, it is better to tell what is most important about one phase of one project. Too

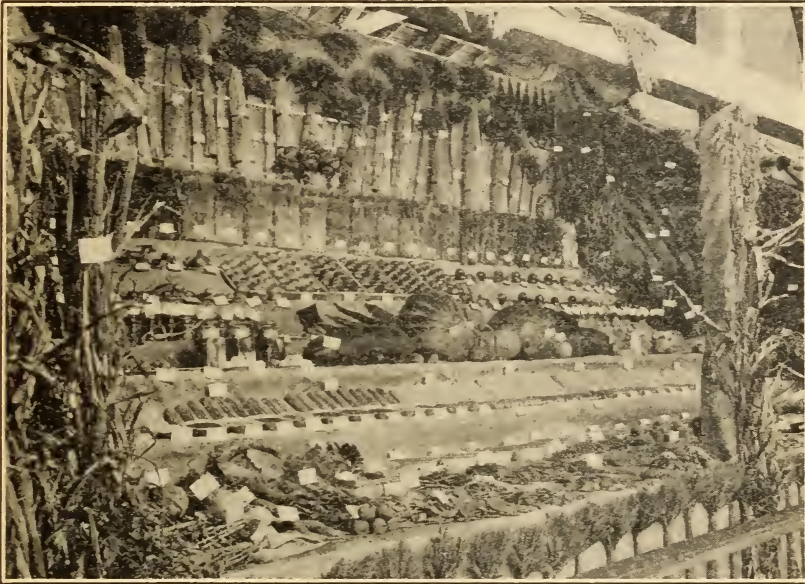


FIG. 11.—A miscellaneous exhibit of quality products, which contains too many ideas and no outstanding suggestions. Competitive exhibits of this kind too frequently have become all inclusive or a contest in artistic or unusual arrangement of products

many secondary features distract some of the attention which should be given to the primary objects. Farmers are not so much interested in the life history of a certain insect, for example, as they are in learning how to recognize the insect, what damage it does, and how to control it. When possible, exhibits should contain something new or unusual. In deciding upon what to exhibit, suitability must be considered, and as much care should be used as in selecting a project or phase of a project as a part of the county program of work.

Exhibits must take different forms depending upon the purpose. A dairy exhibit, for example, might take several forms to bring out the variety of dairy products in the county and the sanitary methods used in their production. Such an exhibit might be used to impress upon farmers simple methods of producing clean dairy products, at the same time impressing consumers with the quality of the product.

It might show the advantages of taking better care of cream and hauling it to the creamery more frequently as illustrated by the effect of such practices on dairy products and the prices paid for them. In planning a project exhibit, it is desirable to consider what was exhibited during the past two or three years and what should be emphasized during each of the next two or three years.

AVAILABLE MATERIAL AND FUNDS

A survey of the material and funds available is essential. The means used for presenting the subject are dependent largely upon funds available and upon ideas. However, inexpensive material properly used is frequently as effective as expensive material. Figures of people can be cut from magazines and mounted on cardboard. "Cut-outs" can also be made from enlarged photographs. In representing grass in a small booth, moss, colored cork, coarse colored sand, or finely cut raffia may be used. Some of this material can be purchased for about 10 cents a quart. Miniature animals may be obtained at the 5 and 10-cent stores, but plaster-of-Paris models of certain types or breeds must usually be made up specially. Small models of buildings can be made of cardboard, wood, or tin. Plant and livestock material available for use in extension exhibits is practically limitless. Care must be used, however, not to include too much material, because the interests of the average person are not so broad as those of the trained observer, and too many details will be confusing.

ARRANGING EXHIBIT MATERIAL

USE OF FLOOR AND WALL SPACE

It is practically impossible for educational exhibits to compete directly with amusement features at fairs, hence the educational features must generally be placed where they can be seen and studied by those who are most interested. It is also important to locate the exhibit where there is the least competition with noisy machinery or with commercial exhibits having a "barker." The entire exhibit should first be planned in relation to such factors as the area of space available, the location of doors and windows, and proximity to other exhibits. A floor plan should be developed dividing exhibits, if more than one main idea or phase of project is presented, into booths, groups, or separate units, all related to the central theme by use of small partitions, tape, rope railing, or fence. Groups may even be divided by the suggestion of a partition, such as is found in many department-store windows. In looking at crowded displays not properly placarded, many people do not know where to begin. It should be made easy to examine the exhibits systematically, if necessary using one-way travel to avoid confusion. Arrows, diverging lines, streamers, or a regular succession of sizes of the same object, may also be used to direct the attention of observers. In arranging material consider relative importance and position. Compare a well-arranged window exhibit that displays a few articles with one displaying hundreds of miscellaneous articles to give the impression of variety.

BACKGROUND

The background, whether wall or table, should be clean and attractive. It may be covered with paper, cheesecloth, burlap, or beaver board. The exhibits should be placed within the range of the eye, not lower than 18 inches from the floor or higher than 8 feet. Panels are frequently set on standards 18 inches from the floor in order that they may be seen more easily. There should be plenty of light on the exhibit, but a window or any strong light at back of booth should be avoided. It is often desirable to group material displayed on walls by inclosing them in a border on panels or with a suitable margin. It is better to leave considerable open space on the walls than to have the objects too crowded. Orderly appearance increases effectiveness. The color of background should be less intense than that of the objects to be shown upon it.

MAKING THE EXHIBIT ATTRACTIVE

Attractiveness, forcefulness, and simplicity are all very important. The first impression can be made more favorable by using fresh material. An attractive arrangement usually precludes straight lines. Balance or symmetry should be studied in an exhibit as they would be in a picture. An exhibit is well balanced if the objects are so placed that the primary objects have their proper place, considering their importance and power of attracting attention, in relation to secondary objects. One kind of balance is brought about by having both sides of the exhibit as much alike as possible through placing similar objects, parts of objects, or attractions with reference to size, shape, and color the same distance from a vertical line drawn through the center of the exhibit (fig. 12). Another kind of balance follows the principle of the steelyard or seesaw board on which unequal weights balance each other at unequal distances from the center. For instance, a man 4 feet from the center will balance a child 8 feet from the center.

Wearing apparel appears best on hangers, forms, or figures most commonly used in up-to-date shop windows. But even more effective is the use of living models at a fashion show during certain hours of the day. This principle also applies to other articles. For instance, a bread mixer would be out of its environment on a highly polished mahogany table. For suggestions on making attractive exhibits, one might study department-store and other show-window displays. Good ideas can also be obtained from a study of posters and display advertising in magazines, street cars, and on billboards.

USE OF EXPLANATORY MATERIAL

Millions of dollars are spent each year for the accumulation of facts which are of little value until they are presented convincingly to the people. The method of presenting facts in exhibits is often as important as the facts themselves. One or two simple explanatory charts, posters, or panels are sometimes necessary. Many helpful suggestions can be found on billboard posters, street-car and

magazine advertisements, all of which must present a message both quickly and effectively. The importance of simplicity is shown by the fact that many advertisers spend large amounts for advertisements in which few words are used to reenforce striking illustrations. Elaborate charts or graphs are more suitable for classroom work than for popular audiences.

Panels, whether framed or unframed, are easily transported. In preparing posters the following are important considerations: Legibility, color combinations, emphasis, simplicity, and brevity of titles and sentences. Use uniform signs and labels with letters from one-half of an inch to 4 inches high, depending upon the distance at which they must be read. Labels should give only the essential

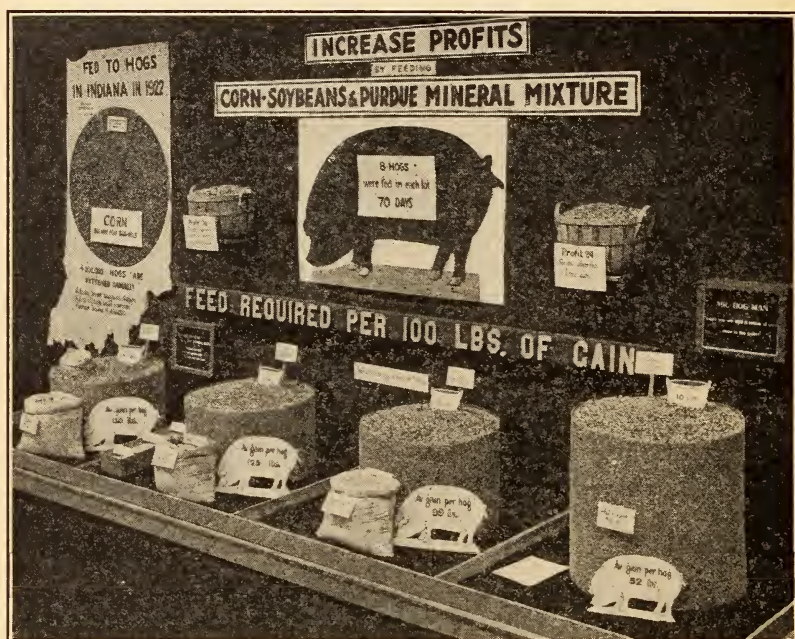


FIG. 12.—A well-balanced exhibit which brings out emphatically how the average gain per hog during the same period increased from 52 to 130 pounds as the proportion of soy beans and mineral mixtures to corn was increased. The essentials of this exhibit can be reproduced by any agent without much difficulty, if the State extension office can provide specific directions and some of the legends and chart material. (Photograph furnished by Indiana Extension Service)

information about the exhibit. Labels or placards may be held in place by setting them into grooves sawed lengthwise at angles of 30° in blocks of wood. The size of block necessary will depend upon the size and weight of card to be held in place, although a block 2 by 4 inches is usually large enough. It is often worth while to use a slogan as a caption, such as "Hatch your chicks early," "Early chicks, early eggs," or "Better seed—better sires," and to have the exhibit reenforce the slogan.

CHART AND GRAPH MAKING

Simple equipment for making charts and posters can be purchased at small cost at stationery stores. This may include a T-square,

drawing ink, lettering pens and brush, a ruler, and a triangle. If much lettering is to be done a rubber-stamp printing outfit or gummed letters and the so-called sign painters' muslin should also be available. The following are some of the means involved in graphic presentation of facts on maps and charts: (1) Different kinds and quantities of crosshatching or shading of given areas or part of bar on a chart to represent units of measure; (2) graphic representation of objects, such as milk cans, sacks, or bushels of grain piled on top of one another, or head of livestock placed side by side for comparison; (3) comparison of different sizes of the same object; (4) the curve, using solid line, dotted line, or dashes, including one or more colors; (5) distribution over a given area of dots, pins, circles, objects, or colored stickers, each representing one or more units. In planning a curve it is usually preferable to number the horizontal and vertical scale beginning at the lower left-hand corner. A chart should contain only a few curves, because the eye can take in only a few ideas at a glance. A complex design may attract attention to itself but fail to make clear the main idea presented.

Charts and posters are usually too complex or loaded too heavily with words to be most effective, especially when all capital letters are used. Words on panels, charts, and posters should be used as sparingly as if they were a part of a cablegram. Use wide margin and variety in size of letters for emphasis and legibility, such as 1-inch letters for text and 1½-inch letters for titles. The width of line is as important as its length in lettering, and black or red ink is usually preferable. Use plain roman type rather than old English or other fancy lettering.

MAPS

A map or other method of showing the extent to which the recommended practice has been adopted in the county or State helps to suggest that the practice has merit. Maps showing extension work may contain a suggestion in the form of a challenge. A question may be asked as a legend: "Is your county on the map?" It may be well to have a map showing farms on which demonstrations and demonstration meetings have been held. Symbols, colored stickers or tacks, flags, cut-out figures, colored lights controlled by an electric flashing device, and even miniature objects may be used on maps to show results.

PHOTOGRAPHS

Large photographs of farm and home products or equipment can sometimes be used in place of the objects themselves. For example, a large picture of a herd of grazing cows may be used in the central background of a booth on pasture improvement or some phase of dairying. Photographs may also be used to show types of livestock, enlargements of insects, plant diseases, cuts of meat, and varieties of fruits and vegetables (fig. 13). Enlargements can be made from good negatives at comparatively small cost. "Cut-outs" can be made from colored plates in magazines or other display advertising. It should be remembered, however, that the objects themselves, when available, or good miniature reproductions, are

usually superior to a photograph. To be worth while, photographs must be large and clear and must tell the story.

One Illinois county agricultural agent used a large reproduction of Millet's "The Gleaners" to attract attention and to interest the people in a booth emphasizing the importance of using pure seed. Below the picture was the text, "For whatsoever a man soweth that shall he also reap."

GETTING EXHIBITS MADE

Equipment, charts, models, and specimens can frequently be borrowed from the department concerned at the State agricultural college. Having models and other material made up for the occasion may involve considerable expense and time. Extension special-

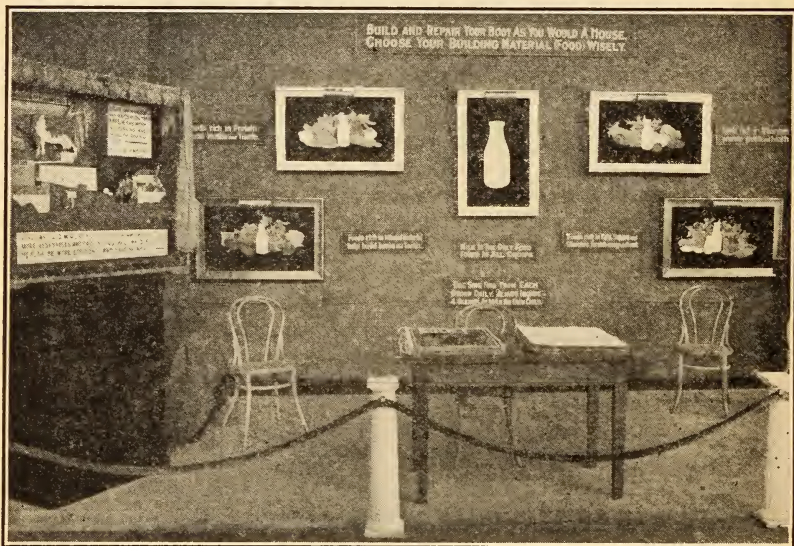


FIG. 13.—Photographs in this exhibit tell the story effectively, and interestingly reenforce the placards. To display these foods in fresh form would require a large refrigerator show case. Note the attractive arrangement of panels in the background.

ists may well prepare loan-exhibit material to supplement local material. Commercial concerns are usually glad to furnish samples or displays to reenforce extension. Local stores will usually furnish such material as spraying equipment and pressure cookers to show various types of equipment on the market. Much other material can be procured from local farmers.

The best technical assistance in planning and making exhibits can usually be obtained from those who are familiar with the principles of advertising, salesmanship, cartoon drawing, headline writing, poster making, and window trimming. Assistance in making models can often be obtained from manual training and drawing classes of local schools. Teachers and their classes are glad to cooperate in making posters, charts, and similar material.

ADVERTISING THE EXHIBIT

Good exhibits are of little value unless well attended. It is not enough to depend upon the general advertising given to the fair where the exhibit is to be shown. Well-timed special advertising in the form of news items, interviews, editorials, or cartoons, calling attention to the extension exhibit and what will be shown of interest to rural people, should also appear in the local newspapers. Too much reliance should not be placed upon any one method of advertising. If the occasion warrants, brief letters to influential leaders enlisting their cooperation will help as well as posters, streamers, pennants, dodgers, automobile-windshield stickers, tags, buttons, and handbills for inclosure in store packages. The handbills may be made up with an unusual tint of paper or color of ink to attract attention. Letters from presidents of farmers' organizations, such as breeders' and seed growers' associations to members recommending that they see certain features of the exhibit, carry considerable weight. The county school superintendent may urge the attendance of teachers to see the boys' and girls' club exhibit or illustrative material which will be helpful in teaching agriculture in the rural schools.

The telephone may be used effectively in getting a good attendance at the fair. This will indirectly increase the number of people who will see the extension exhibit. Having club members take part in a parade during "club day" is a great help in drawing attendance to the exhibit, especially if a banner is carried calling attention to the location of the exhibit. Parents and friends usually want to see the children take part in such demonstrations as canning, poultry culling, bee management, and the building of feed hoppers. A parade may be arranged in which the leading livestock breeders, members of cow-testing associations, demonstrators in alfalfa growing, the women who have been carrying on the clothing project during the year, and others cooperating in extension projects are grouped as a means of creating more interest in the exhibit relating to these projects.

The plan for holding county fairs at which extension work will occupy a prominent place may be explained at a series of community meetings and special emphasis laid on how project leaders and demonstrators can cooperate in setting up educational exhibits. Friendly rivalry may be encouraged between communities by offering ribbons or other small prizes to the winners.

The extension office can provide a rest room and information bureau at the fairgrounds. A child-welfare center may be established to give weighing and measuring demonstrations. From a booth emphasizing the importance of proper height of working surfaces in the kitchen each visitor may be furnished with a card showing how high the kitchen table should be, based upon actual measurement (fig. 14). These are good advertising features. Suggest through the press how consideration has been given to the convenience and comfort of visitors, by using broad aisles, one-way travel plan, clear and conspicuous title signs and directions, and raised platform for demonstrations. In preparing news items, in-

clude good cuts and the names of prominent people who had a part in preparing the exhibit or who furnished material. Signed articles by members of the exhibit committee who helped assemble exhibits or by adult demonstrators are effective. Contests between communities in furnishing exhibits and between boys and girls in giving demonstrations attract friends. There may also be nail-driving contests for girls and sewing contests for boys to increase attendance.

Among the special features which may be added to county and community fairs to increase the total attendance are human-interest exhibits which bring out local history or material. One of the fol-

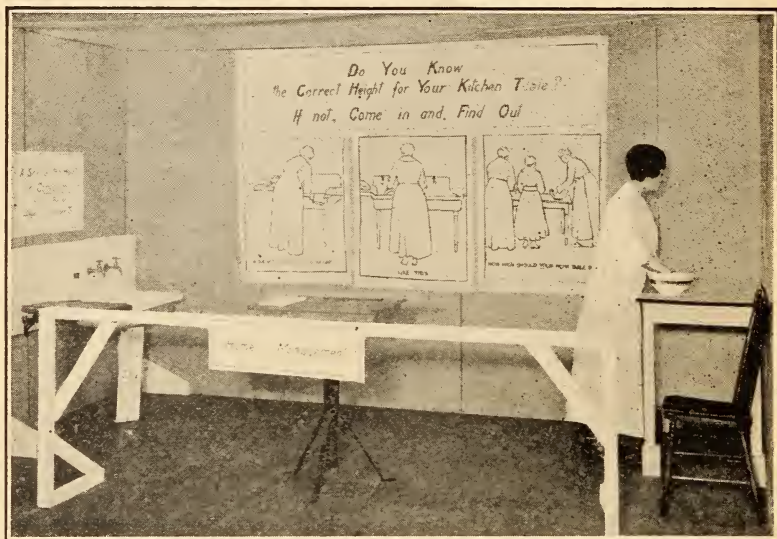


FIG. 14.—Hundreds of women learned in this booth how high their kitchen table, sink, and other working surfaces should be. The adjustable table in center of booth was raised or lowered to suit the height of the person. The height of the table was then measured with a yardstick and the information handed out on a small card. (Photograph furnished by New Jersey Extension Service)

lowing subjects might be featured one year or each year for a period of years, after which each might be repeated in series:

- (1) Antique furniture.
- (2) Old farm implements and home equipment.
- (3) Rare coins and jewelry.
- (4) Indian relics.
- (5) Old-style clothing.
- (6) Old photographs, tintypes, and daguerreotypes.
- (7) Local historical or old legal documents.
- (8) Geological specimens.
- (9) Local inventions which have not been patented.
- (10) Curios from foreign lands.

Some of these might be arranged to show the evolution from old to modern types.

Among other means of advertising are prizes offered for slogans, limericks, songs, and essays written or posters made by school children. Poster and essay contests furnish an opportunity to place literature in the hands of pupils, who will read it carefully and talk it over with their parents as a preparation for writing the essays or

drawing the posters. Simple suggestions, including samples, for writing essays and making posters should also be furnished. Window cards may be made by sign writers, slides shown at motion-picture houses, and invitations may be written by children as an exercise in letter writing and sent to parents. Merchants will sometimes refer to such exhibits in their newspaper advertisements. Help from a large number of people in preparing an exhibit is usually a good way of advertising, as is also arrangement for special guides to show the exhibit to invited groups or guests on certain days of the fair. Some sort of opening reception will appeal to club members and their parents. Where there are many foreigners who do not understand English, it may be desirable to arrange for a special day and hour when the exhibit will be interpreted by one of their own nationality. Originality in display and in publicity is the principal means for getting good attendance at exhibits.

SUPERVISING THE EXHIBIT

The exhibit should be looked over carefully after it has been set up to see that all parts are properly labeled and readily understood. The attendant can do much to make the exhibit interesting. The effectiveness of most exhibits is greatly increased by the person in charge giving an interesting presentation talk or comments. If those who have charge of educational exhibits would take as much interest in explaining them to visitors as those who have charge of commercial exhibits do, the number of people reached effectively would be greatly increased.

It is often desirable to distribute a leaflet or card of explanation that can be taken home as a reminder. If the exhibit has centered around alfalfa, for example, a card or four-page circular might be handed out which tells briefly the advantages of the crop and how to grow it. Such things as spray-mixture formulas and patterns for making clothing for children may be distributed in the same way, if they reinforce the extension program and the exhibit. Canning-budget exhibits have been very effective in making housewives conscious of the quantity of canned fruit and vegetables necessary for one person for eight months. Brief leaflets might be handed out, showing pictures of the exhibit and reproductions of the charts used, giving kind of vegetable or fruit, servings per week, servings for eight months, servings per pint, and total pints needed in order to encourage the use of a canning budget.

In conducting pig-club exhibits the boys can take turns in giving information to persons visiting the exhibits. The boys can also help to create interest in such projects by giving three-minute talks on breeding, feeding, housing, or pasturing of hogs, or by giving demonstrations in judging livestock. Community or county project leaders can help materially in explaining demonstrations and results.

LAYING THE BASIS FOR FOLLOW-UP

Many commercial organizations conducting exhibits list the names of visitors to such exhibits as prospective buyers who can be followed up by letters or personal visits. County extension agents can likewise learn through exhibits the names of prospective demonstrators

or cooperators in extension work by getting the names of those who would like a bulletin or additional information regarding the subject to which the exhibit relates. Those most interested can give their names and addresses either in a visitors' book or on a special form, requesting bulletins or further information. This lays the basis for follow up and a consequent increase in the quality and volume of extension work accomplished during the year.

SUMMARY OF STEPS IN PLANNING EXHIBITS

- (1) Decide upon purpose of exhibit and message to be presented.
- (2) If a broad, general, or a too comprehensive subject has been selected, such as "baby-chick production," endeavor to narrow it down to a single phase by listing the remedies for the most important difficulties in baby-chick rearing and selecting the one which will be of most help or profit to the people.
- (3) Select the exhibit material only after considering such factors as space, location, time and funds available, types of exhibit that might be used, and competition of surrounding exhibits for attention and interest.
- (4) Decide upon what supplementary material is to be used, such as charts, posters, caption, and equipment to show that the practice recommended meets a real need, is inexpensive, and convenient to adopt.
- (5) Make a simple drawing of space available, blocking in the principal features on both floor and walls of booth, considering balance, amount of chart material, and the general appearance and appeal of the exhibit.
- (6) Complete the detailed plans for all material including wording of charts and labels.
- (7) Plan for supervision of exhibit if necessary, and the listing of names and addresses of persons showing most interest in the exhibit and the farm and home practices recommended.
- (8) Plan to follow up systematically prospective demonstrators and cooperators whose names were obtained during the exhibit.
- (9) Go over plans with some one who will criticize them freely and offer suggestions for their improvement.
- (10) Give those who are to help prepare material plenty of time and, if necessary, specific directions for procedure.
- (11) Arrange for whatever publicity is to be used before, during, and after the exhibit.
- (12) After the exhibit is set up, review it carefully to see if it has the necessary labels and other explanatory material so that the people will get the message intended and profit by it. Scrutinize the exhibit closely in order to ascertain that all data used are correct and all words on charts and labels are properly spelled.

JUDGING EXTENSION EXHIBITS

The score card which follows is intended to aid in judging extension exhibits which relate to major county-extension projects. It can be modified to apply to feature exhibits of the agricultural college at the State fair by omitting Part II relating to success of project in county or community. If several exhibits are to be judged, the

work can be facilitated and made more accurate by placing the eight headings having weights at left of sheet and the names of counties at top of columns. Judging can not be done accurately without a clear understanding of the various factors involved, as listed in sub-headings of score card. Since the factors involved in the various headings are closely related and even seem to overlap, much difficulty in judging can be avoided by comparing all competing exhibits with reference to the power to attract attention and giving each a relative score before scoring the different exhibits with reference to their power to arouse or hold interest.

Exhibitors will also find the score card helpful as a summary of the relative importance of the primary factors involved in preparing effective exhibits. The relative weights which should be given to subdivisions of main headings are left to the discretion of the judges, since these subdivisions are only intended to suggest some of the points that should be considered. Concentration on one method listed is sometimes as effective and worth as much as where several are used. Any good book on salesmanship or advertising will help extension agents to differentiate between the four main divisions of Part I of this score card. One of the best tests of any exhibit is what and how much the average person remembers about it the day after he saw it.

The power of an exhibit to attract attention and hold interest may be determined in part at least by a practical test as follows: Have a count made at all competing exhibits simultaneously for an hour of all who stop in passing, face the exhibit, and study it. The hour selected should be unknown to the exhibitors. Arrangements might be made by the judges for one checker for each booth during the hour. Allowance must, of course, be made for difference in location of booths which would influence attendance.

EXTENSION EXHIBIT SCORE CARD

I. Effectiveness in attracting attention, holding interest, and convincing individual.

	Possible score
(1) Power to attract attention-----	15
(a) Presents original, unusual, or striking method of exhibition.	
(b) Features one central idea, demonstration, or practice.	
(c) Uses life, motion, action, color, or light, without detracting too much from main idea to be presented.	
(2) Power to arouse and hold interest-----	20
(a) Uses method demonstration or simple contrast.	
(b) Develops curiosity or recalls past experience of average person.	
(c) Uses familiar illustrative material, including agricultural products and the like.	
(d) Interests all classes, young and old, rural and urban.	
(e) Brings out clearly a well-defined purpose.	
(f) Influences observers to study facts presented and to carry away ideas or facts and material, such as printed cards and circulars.	
(g) Presents material conveniently arranged for observers to follow logical sequence of thought.	

I. *Effectiveness in attracting attention, holding interest, and convincing individual*—Continued.

Possible score

(3) Extent to which exhibit creates desire to adopt practice recommended	20
(a) Creates consciousness of some problem of economic importance, need, or probable future use.	
(b) Brings out remedy clearly.	
(c) Appeals to such motives as desire for profit, health, pleasure, saving of time, durability, comfort, convenience and recreation.	
(4) Extent to which exhibit is convincing and tends to bring about decision to act.....	20
(a) Presents impelling suggestions, striking facts, or clinching arguments in form that can be grasped quickly.	
(b) Shows that plan is simple, convenient, and inexpensive to adopt.	
(c) Suggests action.	
II. <i>Success of project in county or community.</i>	
(1) Extent to which project work involved meets a fundamental need or problem in county or community represented, and the volume and quality of extension work done on project or phase of project, considering history of project as shown by maps and charts.....	10
III. <i>General appearance, attractiveness, arrangement, and neatness.</i>	
(1) Front or title sign gives idea of what exhibit is about.....	5
(2) General appearance of interior of booth—artistic, neat, and attractive	5
(3) Charts, labels, maps, and the like.....	5
(a) Exhibit adequately labeled.	
(b) Labels, maps, and charts designed to feature in the strongest possible way the work or practice presented by the exhibit. Consider size of letters and cards in relation to importance of idea. Proper degree of prominence given to name of county or community making exhibit.	
(c) Labels, charts, and maps short and simple enough to be read and comprehended by average person.	
Total points	100

ORGANIZATION OF THE UNITED STATES DEPARTMENT OF AGRICULTURE

June 10, 1926

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<i>Extension Service</i> -----	C. W. WARBURTON, <i>Director</i> .
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